



USDA Foreign Agricultural Service

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## Canada

## Wine

## Exporting Wine to Canada

**2007**

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**Report Highlights:**

Alcoholic beverages can only be imported into Canada through a liquor board/commission in the province where the product will be consumed. Provincial liquor/boards/commissions control the sale of alcoholic beverages in Canada but the market structure can vary considerably from province to province. The structures and processes are similar for most provinces except Alberta. The Liquor Control Board of Ontario is the largest single purchaser of alcoholic beverages in the world and the second largest wine-buying province after Quebec. The Quebec provincial liquor board is the largest single purchaser of wine in the world.

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## SECTION I. SITUATION AND OUTLOOK

### Canada is the Ideal Market for First Time Exporters:

The United States and Canada enjoy the world's largest and strongest trading partnership. Canada is also the top U.S. agricultural export market. More than 60% of total Canadian agricultural imports are U.S. product. Two-way merchandise trade between Canada and the U.S. reached \$499 billion in 2005. That amounts to more than \$1.3 billion in goods crossing the border each day. If Ontario, British Columbia and Alberta were countries they would rank, respectively, as the 4<sup>th</sup> (\$6.7 billion), 7<sup>th</sup> (\$1.5 billion) and 16<sup>th</sup> (\$620 million) largest individual markets during 2005 for U.S. agricultural exports.

The U.S. – Canada Free Trade Agreement (FTA) and the North America Free Trade Agreement (NAFTA) have created duty free access for most products entering Canada from the U.S., including wine. However, a federal excise tax for alcoholic containing beverages, is imposed on domestic and imported products.

The Ontario provincial liquor board, the Liquor Control Board of Ontario (LCBO), is the largest single purchaser of alcoholic beverages in the world and the second largest wine-buying province after Quebec. The Quebec provincial liquor board (SAQ), responsible for alcoholic beverage imports and sales in the province of Quebec, is the largest single purchaser of wine in the world.

Canada, with its close proximity to the U.S. and shared language, is sometimes overlooked by companies that are looking to expand beyond supplying the U.S. domestic market to becoming first-time exporters. Canada's population and financial center in Toronto, as well as the government seat and high-technology corridor in Ottawa, make Ontario the logical first step for many wine producers looking to export into a foreign market.

### Canadian Alcoholic Beverage Importation and Distribution System

Alcoholic beverages can only be imported into Canada through a liquor board/commission in the province where the product will be consumed. Provincial liquor boards/commissions control the sale of alcoholic beverages in Canada but the market structure can vary considerably from province to province. The structures and processes are similar for most provinces except in Alberta.

Listing criteria, promotion fees and payment terms are the main differences within the various liquor boards. The purchase order process can be slow and the lead-time as much as 3 months in advance of shipment. Payment terms on first time orders is usually between 60-120 days from the time of receipt of delivery and the release date to go on the shelves may be as much as 2 months from the time of delivery.

In general terms, U.S. exporters are required to have their products "listed" by the provincial liquor control agency in each province individually. The Canadian Federal Importation of Intoxicating Liquors Act (<http://lois.justice.gc.ca/en/I-3/247874.html>) gives the provinces and territories full responsibility for enacting laws and regulations regarding the importation, sale and distribution of alcoholic beverages in their jurisdictions.

Within the various liquor boards products can be listed several ways.

- General List/purchases are the popular mainstream items.
- Vintages/Specialty Orders are the niche or super premium items.
- Consignment Warehouse is product sold direct to licensees/consumers.
- Private Orders placed by consumers or licensees direct to winery.

- Quebec offers warehouse for private orders, agent to licensees.

Positioning brands within key distribution channels is crucial.

The competition faced by these liquor boards in the retail marketplace varies depending on the province, but might include privately run beer stores, retail winery stores, U-Brews, U-Vints and cross-border shopping.

When dealing with the provincial liquor boards, wine exporters must demonstrate a willingness to invest in the brand and be clear on a brand strategy. In most Provinces it is necessary to have a registered local agent provide the necessary marketing support needed to obtain a provincial liquor board listing. Choosing the right agent is important. Sales performance is critical for repeat orders and further listings. An agent's track record of delivering winners can be important as are strong LCB buyer relations. Larger agencies have national coverage with office and representatives in each province while smaller agencies may be more specialized and focused. An agent's job is to handle all the quotes, sample submissions, label approvals, supplier correspondence and any freight issues.

As an initial first step, U.S. exporters should contact the provincial liquor board in the target market for a listing of registered agents. Provincial Wine and Spirits Associations in each province may also provide listings of agents.

In addition, companies wishing to enter the Canadian market are encouraged to utilize the "Canada Connect" program. This program is designed to assist U.S. exporters establish relationships with agents/brokers and/or distributors in Canada and is offered by the USDA/Foreign Agriculture Service, U.S. Embassy, Canada and administered by several well respected market research firms. Ketchin Sales and Marketing administers the program for wine.

Contact:

Robert Ketchin  
Ketchin Sales & Marketing  
74 Hurontario Street, Suite 206  
Collingwood, Ontario L9Y 2L8  
Tel: 705-444-5255  
Fax: 705-444-6467  
Cell: 416-580-3200  
Email: [rketchin@ketchin.com](mailto:rketchin@ketchin.com)

Several U.S. states have wine promotion programs in Canada. They include California, New York and Washington State. Wineries located in these states may wish to contact these offices to enquire of their programs.

Wine Institute of California  
425 Market Street Suite 1000  
San Francisco, CA 94105  
Phone: 415-512-0151  
FAX: 415-442-0742  
Web Site: [www.wineinstitute.org](http://www.wineinstitute.org)

New York Wine & Grape Foundation  
350 Elm Street  
Penn Yan, NY 11933  
Tel: 315-536-7442  
Fax: 315-536-0719  
Email: [uncork@nywine.com](mailto:uncork@nywine.com)  
Web Site: <http://www.newyorkwines.org>

Washington Wine Commission  
Washington Wine Center  
1000 Second Ave, Ste 1700  
Seattle, WA 98104-3621  
Phone: (206) 667-9463  
Fax: (206) 583-0573  
Web Site: <http://www.washingtonwine.org>

Following is also a partial listing of agents:

Charton-Hobbs [www.charton-hobbs.com](http://www.charton-hobbs.com)  
Churchill Cellars [www.churchillcellars.com](http://www.churchillcellars.com)  
Hobbs Wines [www.hobbswines.com](http://www.hobbswines.com)  
Lexcellent Wines [www.lexwines.com](http://www.lexwines.com)  
Mainbrace International Ltd (Atlantic Canada) [www.mainbrace.ca](http://www.mainbrace.ca)  
Noble Estates Wine & Spirits [www.nobleestates.com](http://www.nobleestates.com)  
Select Wines [www.selectwines.ca](http://www.selectwines.ca)  
The Small Winemakers Collection [www.smallwinemakers.ca](http://www.smallwinemakers.ca)  
Vin Gold International [www.vingold.com](http://www.vingold.com)  
Woodman Wines & Spirits [www.woodmanwinesandspirits.com](http://www.woodmanwinesandspirits.com)

In supplying this partial listing, no discrimination is intended and no guarantee of reliability implied.

Alberta is currently the only province to have completely privatized its retail liquor industry. The Alberta Gaming and Liquor Commission (AGLC) remains the only importer of record for all liquor products coming into Alberta and maintains a monopoly over the wholesale distribution of wine, distilled spirits and imported beer. The retailing, warehousing and distribution functions are contracted out to private sector operators. Most other provinces maintain total control over the sale of hard liquor while allowing limited privatization of beer and wine sales.

The AGLC administers and enforces the Gaming and Liquor Act and Regulation, which establishes and maintains liquor policy, and collects the provincial government's flat mark-up on beverage alcohol. Retailing, warehousing and distribution of liquor is privatized. Suppliers and agents must register with the AGLC, and are responsible for all aspects of ordering, consolidation, shipping, and marketing. Any liquor products sold in Alberta must be registered with the AGLC. More information is available from [Connect Logistics Services Ltd.](http://www.connectlogistics.com)

The Quebec Liquor Board (Societe des Alcools du Quebec/SAQ) is the only legal importer of wine into Quebec. It not only imports bottled wines for sale in SAQ stores, but also imports bulk wines for bottling in Quebec and for sale in grocery and convenience stores. The SAQ authorizes private imports for consumption in other venues (hotels, events, clubs, etc.). The SAQ also requires that "finished" wine imports (bottled outside Quebec) only be sold within the SAQ stores and not in grocery or convenience stores.

**List of the Provincial Liquor Boards**

Alberta Gaming and Liquor Commission  
50 Corriveau Avenue  
St. Albert, Alberta T8N 3T5  
Tel: 780-447-8600  
Fax: 780-447-8919  
Web Site: <http://www.aglc.gov.ab.ca>

British Columbia Liquor Distribution Branch  
2625 Rupert Street  
Vancouver, British Columbia V5M 3T5  
Tel: 604-252-3000  
Fax: 604-252-3044  
[communications@bcliquorstores.com](mailto:communications@bcliquorstores.com)  
Web Site: [www.bcliquorstores.com](http://www.bcliquorstores.com)

Saskatchewan Liquor and Gaming Authority  
2500 Victoria Avenue, P.O. Box 5054  
Regina, Saskatchewan S4P 3M3  
Tel: 306-787-4213  
Fax: 306-787-8468  
Web Site: [www.slga.gov.sk.ca](http://www.slga.gov.sk.ca)

Manitoba Liquor Control Commission  
1555 Buffalo Place, P.O. Box 1023  
Winnipeg, Manitoba R3C 2X1  
Tel: 204-284-2501  
Fax: 204-475-7666  
Web Site: [www.mlcc.mb.ca](http://www.mlcc.mb.ca)

Liquor Control Board of Ontario  
55 Lake Shore Blvd. East  
Toronto, Ontario M5E 1A4  
Tel: 800-668-5226  
Fax: 416-864-6864  
Web Site: [www.lcbo.com](http://www.lcbo.com) and [www.vintages.com](http://www.vintages.com)  
LCBO Purchasing Department  
Email: [purchasing.department@lcbo.com](mailto:purchasing.department@lcbo.com)

Societe des alcools du Quebec (SAQ)  
905, Av. De Lorimier  
Montreal, Quebec H2K 3V9  
Tel: 514-873-7027  
Fax: 514-873-6788  
Web Site: [www.saq.com](http://www.saq.com)

New Brunswick Liquor Corporation  
P.O. Box 20787, 170 Wilsey Road  
Fredericton, New Brunswick E3B 5B8

Tel: 506-452-6826  
Fax: 506-462-2024  
Email: [info@anbl.com](mailto:info@anbl.com)  
Web Site: [www.nbliquor.com](http://www.nbliquor.com)

Newfoundland and Labrador Liquor Corporation  
P.O. Box 8750, Station A  
St. John's, Newfoundland A1B 3V1  
Tel: 709-724-1100  
Fax: 709-754-0321  
Email: [info@nfliquor.com](mailto:info@nfliquor.com)  
Web Site: [www.nfliquor.com](http://www.nfliquor.com)

Prince Edward Island Liquor Control Commission  
P.O. Box 967, 3 Garfield Street  
Charlottetown, PEI C1A 7M4  
Tel: 902-368-5710  
Fax: 902-368-5735  
Email: <http://www.peilcc.ca/>

Nova Scotia Liquor Corporation  
93 Chain Lake Drive  
Halifax, N.S. B3S 1A3  
Tel: 902-450-6752  
Fax: 902-450-5104  
Web Site: [www.nsliquor.ns.ca](http://www.nsliquor.ns.ca)

Yukon Liquor Corporation  
Building 278, 9031 Quartz Road  
Whitehorse, Yukon Y1A 4P9  
Tel: 867-667-5245  
Fax: 867-393-6306  
Email: [Yukon.liquor@gov.yk.ca](mailto:Yukon.liquor@gov.yk.ca)  
Web Site: [www.ylc.yk.ca](http://www.ylc.yk.ca)

Northwest Territories Liquor Licensing Board  
31 Capital Drive, Suite 210  
Hay River, NWT X0E 1G2  
Tel: 867-874-2906  
Fax: 867-874-6011

Nunavut Liquor Commission  
31 Capital Drive, Suite 210  
Hay River, NWT X0A 1G2  
Tel: 867-874-2100  
Fax: 867-874-2180

The Canadian Vintners Association provides information and advice to its members on a broad range of government policies, programs and legislation, and is a source of information on the Canadian wine sector, for consumers, and the general public across Canada and around the world. CVA members represent about 90% of Canada's total wine production and exports. Web Site: [www.canadianvintners.com](http://www.canadianvintners.com)

Each of Canada's 13 provincial and territorial liquor boards that oversee and control distribution and sale of alcoholic beverages in its regional jurisdiction are committed to working together through the Canadian Association of Liquor Jurisdictions (CALJ), on liquor-related issues of common interest. Web Site: [www.calj.org](http://www.calj.org)

### Packaging and Labeling

All liquor boards conform to the same Canadian national label standards. The standards are set by the Canadian Food Inspection Agency and implemented by the Liquor Boards. [www.lcbotrader.com](http://www.lcbotrader.com). The legal principal panel must be metric, with wine type and country of origin in English and French. The back or front label must have a UPC bar code. The liquor board in the province of Quebec (SAQ) requires all additional copy to be French or bi-lingual as well (e.g., wine makers notes). One label for Quebec will meet all standards for Canada. Wine container sizes are standardized and metric. The most common containers for wine are 750 milliliters, or 1, 1.5 and 2 liters.

U.S. exporters are advised to contact the Canadian Food Inspection Agency's Labeling Information Service office. The labeling service, designed particularly for new entrants in the marketplace not familiar with the Canadian regulatory system, is provided at specified regional locations across Canada. These offices coordinate the requirements of the aforementioned federal departments to simplify product approval and label compliance. It is recommended that U.S. exporters submit their labels to the regional office closest to the targeted marketing area for full label reviews at: <http://www.inspection.gc.ca/english/fssa/labeti/guide/ch1e.shtml#offbur>

### British Columbia

Canadian Food Inspection Agency  
400-4321 Still Creek Avenue  
Burnaby, British Columbia V5C 6S7  
Tel. (604) 666-6513  
Fax (604) 666-1261

Canadian Food Inspection Agency  
1905 Kent Road  
Kelowna, British Columbia V1Y 7S6  
Tel. (250) 470-4884  
Fax (250) 470-4899

Canadian Food Inspection Agency  
103-4475 Viewmont Avenue  
Victoria, British Columbia V8Z 6L8  
Tel. (250) 363-3455  
Fax (250) 363-0336

### Alberta

Canadian Food Inspection Agency  
7000 - 113 Street, Room 205  
Edmonton, Alberta T6H 5T6  
Tel. (780) 495-3333  
Fax (780) 495-3359

Canadian Food Inspection Agency  
110 Country Hills Landing NW, #202  
Calgary, Alberta T3K 5P3  
Tel. (403) 292-4650  
Fax (403) 292-5692

### Saskatchewan

Canadian Food Inspection Agency  
301-421 Downey Road  
Saskatoon, Saskatchewan S7N 4L8  
Tel. (306) 975-8904  
Fax: (306) 975-4339

**Manitoba**

Canadian Food Inspection Agency  
269 Main Street, Room 613  
Winnipeg, Manitoba R3C 1B2  
Tel. (204) 983-2220  
Fax (204) 983-6008

**Ontario**

Tel. 1-800-667-2657  
e-mail: [labelwindow@inspection.gc.ca](mailto:labelwindow@inspection.gc.ca)

**Central Region:**

Canadian Food Inspection Agency  
709 Main Street West  
Hamilton, Ontario L8S 1A2  
Tel. (905) 572-2201  
Fax (905) 572-2197

**Northeast Region:**

Canadian Food Inspection Agency  
38 Auriga Drive, Unit 8  
Ottawa, Ontario K2E 8A5  
Tel. (613) 274-7374  
Fax (613) 274-7380

**Toronto Region:**

Canadian Food Inspection Agency  
1124 Finch Avenue West, Unit 2  
Downsview, Ontario M3J 2E2  
Tel. (416) 665-5055  
Fax (416) 665-5069

**Southwest Region:**

Canadian Food Inspection Agency  
1200 Commissioners Road East, # 19  
London, Ontario N5Z 4R3  
Tel. (519) 691-1300  
Fax (519) 691-0148

**Quebec**

Canadian Food Inspection Agency  
25 des Forges Road, Suite 418  
Trois-Rivières, Québec G9A 6A7  
Tel. (819) 371-5207  
Fax (819) 371-5268

**Nova Scotia**

Canadian Food Inspection Agency  
P.O. Box 1060  
1992 Agency Drive  
Dartmouth, Nova Scotia B2Y 3Z7  
Tel. (902) 426-2110  
Fax (902) 426-4844

**New Brunswick**

Canadian Food Inspection Agency  
850 Lincoln Road  
P.O. Box 2222  
Fredericton, New Brunswick E3B 5G4  
Tel. (506) 452-4964  
Fax (506) 452-3923

**Prince Edward Island**

Canadian Food Inspection Agency  
690 University Avenue  
Charlottetown, Prince Edward Island C1E 1E3  
Tel. (902) 566-7290  
Fax (902) 566-7334

**Newfoundland**

Canadian Food Inspection Agency  
Northwest Atlantic Fisheries Centre  
P.O. Box 5667  
St. John's, Newfoundland A1C 5X1  
Tel. (709) 772-5519  
Fax (709) 772-5100

All products sold through the provincial liquor boards are tested and certified before listing. This guarantees they are safe to consume, authentic and meet standards set out in Canada's Food and Drugs Act and Consumer Packaging and Labeling Act and their related regulations. Web Site: Canada's Food and Drug Regulations <http://laws.justice.gc.ca/en/F-27/240900.html>

Web Site: Consumer Packaging and Labeling Regulations, Guide to Labeling of Alcoholic Beverages: <http://www.inspection.gc.ca/english/fssa/labeti/guide/tab10e.shtml>

## Tariffs and Taxation

The Canada-U.S. Trade Agreement (CUSTA) and the North America Free Trade Agreement (NAFTA) have created duty free access for most U.S. products exported to Canada, including wine. However, there is a federal excise tax for alcoholic containing beverages, which is imposed ex-“factory” (i.e., point of shipment to provincial liquor board warehouses or stores).

Excise duty is imposed under the Excise Act of 2001 on wine produced in Canada, unless that wine is made from 100 percent Canadian-grown agricultural product and has a Vintner’s Quality Assurance (VQA) label asserting such. In the case of imported wine, the duty is levied under the Customs Tariffs at the time of importation. All producers and importers are required to hold a license under the Excise Act. Payment of the duty is deferred if the wine is placed in the producer’s excise warehouse or delivered to the excise warehouse of a provincial liquor board. As of July 1, 2006, the excise duty on imported wines is C\$0.62 per liter.

In addition, the Goods and Services Tax (GST), a federal sales tax, and Provincial Sales Tax (PST) are imposed equally on domestic and imported wines and then passed along to the consumer.

## Pricing

Liquor boards are a significant source of revenue to both the provincial and federal governments. The markup charged by liquor boards is generally levied on top of the cost of goods, freight, and federal excise duty.

In calculating their prices, most liquor boards apply some or all of the following components:

- Freight charges
- Federal excise duty (e.g., C\$5.58 per 9L case of table wine)
- Provincial markup (varies by province)
- Cost-of-Service charges (if separate from mark-up)
- Various fees (e.g., non-refillable containers, alcohol education, etc.)
- Provincial Sales Tax (PST)
- Federal Good and Services Tax (GST), or, in some provinces, PST and GST are combined into a Harmonized Sales Tax (HST).

The price of a bottle of wine sold in Canada tends to be high. However, of more importance is the relative price of U.S. wine sold in Canada compared to wines from other countries. Most liquor boards now have product lists available on-line, making it easy for suppliers to determine competitive price targets.

**SECTION II. STATISTICAL TABLES****Imports from Top 20 Countries**

Canada's Wine of Fresh Grapes, including fortified; grape must o/t heading #20.09

HS Code: 2204

Value '000 C\$

Quantity ('000 liters)

	2002	2003	2004	2005/Aug	2002	2003	2004	2005/Aug
TOTAL ALL COUNTRIES	962,335	1,146,335	1,179,519	765,457	244,501	269,710	266,861	174,422
France	323,018	374,206	341,513	209,095	67,678	73,476	62,388	41,104
Italy	178,807	217,900	214,648	140,195	46,652	52,107	46,893	28,936
Australia	139,402	188,602	231,742	161,294	25,176	31,520	39,282	28,692
U.S.	125,402	133,242	140,078	90,766	39,032	41,816	40,695	24,377
Chile	58,453	61,247	66,675	41,358	28,748	27,416	30,941	18,051
Portugal	37,439	49,418	46,568	23,729	7,459	8,979	6,853	3,788
Spain	31,486	43,853	45,033	30,169	8,084	11,395	13,424	9,622
S. Africa	17,208	19,300	25,420	20,221	7,921	6,358	7,495	6,938
Germany	21,231	22,530	22,916	13,708	5,245	5,691	5,966	3,156
Argentina	9,365	12,070	18,707	14,195	2,423	4,517	6,708	6,638
New Zealand	6,404	8,970	10,770	10,905	1,180	1,629	1,415	1,227
Greece	3,841	4,025	3,757	2,520	1,279	1,244	1,088	708
Hungary	2,632	2,833	3,424	1,588	1,029	1,104	1,282	599
Bulgaria	2,164	1,289	1,412	698	795	532	506	299
Israel	588	1,034	1,102	798	144	246	209	130
Romania	424	781	890	459	341	451	553	249
Austria	487	750	625	530	108	149	102	152
Algeria	602	632	520	317	178	187	146	84
Mexico	349	285	686	359	84	68	160	86
U.K.	243	309	312	747	58	80	80	128

Source: Statistics Canada

**Total Domestic Wine vs. Total Imported Wine** (in 000' liters)

	1998	1999	2000	2001	2002	2003	2004
Total Domestic	77,450	82,191	83,055	99,025	102,162	105,190	112,928
Total Imported	144,342	154,669	162,553	172,814	182,582	194,390	203,796

Source: W.S.S.J.V. Database

**Total Wine Sales by Province 2004**

Province	Billion \$Cdn. Sales	Share	Stores
Quebec	\$1.432	36.0%	380
Ontario	\$1.349	34.0%	598 (+181 agency)
British Columbia	\$ .570	14.3%	212
Alberta	\$ .320	8.0%	925 (private stores)
Manitoba	\$ .185	4.6%	45
Nova Scotia	\$ .77	1.9%	101
New Brunswick	\$ .50	1.2%	49
Saskatchewan	\$ .39	0.9%	81
National	\$3.967	100%	2,597

Source: Statistics Canada

Notes: \$3.671 Billion (92.5%) is sold through 4 provinces

Stores include: Liquor Board jurisdiction stores, private wine stores, domestic winery stores, and winery farm gate.

**Total Alcohol Beverage Sales by Province 2004**

Province	Billion \$Cdn. Sales	Share	Stores
Ontario	\$ 5.987	37.1%	598 (+181 agency)
Quebec	\$ 4.233	26.4%	380
British Columbia	\$ 2.177	13.4%	212
Alberta	\$ 1.560	9.6%	950 (Private Stores)
Manitoba	\$ .491	3.0%	45
Nova Scotia	\$ .476	2.9%	101
Saskatchewan	\$ .415	2.5%	81
New Brunswick	\$ .344	2.1%	49
National	\$16.136	100%	2,597

Source: Statistics Canada 2004 Sales & Control of Beverage Alcohol

. \$13,957 billion (86%) is sold through 4 provinces.

. Stores include: sales through Liquor Board jurisdiction, beer stores, domestic winery stores and winery farm gate.

**Wine Spending, Consumption and Growth**

Per Capita 2003

Province	Canadian Dollars	Liters	Growth%
Quebec	\$215.5	17.4L	+4.1%
British Columbia	\$155.8	14.5L	+3.5%
Alberta	\$120.2	13.9L	+2.2%
Ontario	\$129.6	11.8L	+8.2%
Nova Scotia	\$88.6	8.0L	+3.8%
Manitoba	\$80.2	8.0L	+1.2%
National	\$144.7	13.1L	+5.6%

Source: Statistics Canada 2003 Fiscal Year end March 31.

. Increase consumption 2002-2003

. Liters of wine per head per year (15 years or older)

**National Wine Sales Over the Counter**

Canada Liquor Boards Only

	Million Cases	% Change	% Market Share
Total National Sales	34.3 cases	+4.80%	100%
Import Wine Sales	23.6 cases	+4.42%	68.80%
Domestic Wine Sales	10.7 cases	+5.65%	31.20%
Red Table Sales	18.4 cases	+6.55%	53.61%
White Tables Sales	11.3 cases	+2.67%	32.96%

Source: National Red Book MAT September/Period 10 2005

Includes only sales through Liquor Board jurisdictions

Domestic wineries sold from the winery/farm/gate/direct sales are not included.

**Volume Per Capita Wine Sales**, for the population aged 15 years and over (liters)

Year	1998	1999	2000	2001	2002	2003
Newfoundland & Labrador	3.8	4.1	4.7	5.2	5.6	65
Prince Edward Island	5.7	6.0	6.3	6.7	5.1	7.4
Nova Scotia	6.5	6.7	7.3	7.4	7.7	8.0
New Brunswick	5.4	5.9	6.5	7.1	7.7	8.4
Quebec	13.0	14.2	15.3	16.3	16.7	17.4
Ontario	10.0	10.2	10.6	10.9	10.9	11.8
Manitoba	6.9	7.3	7.7	7.7	7.9	8.0
Saskatchewan	4.6	4.7	4.8	4.9	5.0	5.0
Alberta	11.1	12.2	12.1	12.9	13.6	13.9
British Columbia	14.0	13.8	13.9	13.9	14.0	14.5
Yukon	18.8	17.7	17.4	17.8	17.6	18.3
Northwest Territories	6.4	7.0	7.4	7.3	7.7	8.1
Nunavut	---	---	---	---	---	---
National	10.7	11.2	11.7	12.2	12.4	13.1

Source: The Control and Sale of Alcoholic Beverages in Canada, Statistics Canada, 2004.  
Fiscal year end March 31<sup>st</sup>.

**Total Wine Sales for 1998 to 2004** (in 000' liters)

	1998	1999	2000	2001	2002	2003	2004
Total Wine	221,792	236,860	245,608	284,744	299,580	299,580	316,923
Total Domestic	77,450	82,191	83,055	99,025	102,162	105,190	112,827
Total Imported	144,342	154,669	162,553	172,814	182,582	194,390	203,796
Total Table Wine	188,178	200,286	214,075	238,997	254,155	267,149	283,064
Total Domestic Table	64,664	68,726	71,012	85,670	89,199	92,749	99,478
Total Imported Table	123,514	131,560	143,062	153,327	164,957	174,400	183,585
Total VQA Table	6,145	6,831	7,598	11,716	14,040	14,732	15,065
Total non VQA Table (domestic)	59, 519	61,896	63,414	73,954	75,158	78,020	84,414
Red Table	87,440	98,591	111,955	127,393	142,415	152,898	165,670
Red Table Domestic	22,518	25,891	28,183	34,739	38,920	40,418	45,034
Red Table Imported	64,921	72,700	83,772	92,653	104,395	112,380	120,666
White Table	94,294	94,462	94,776	103,347	103,354	105,304	108,137
White Table Domestic	41,327	41,734	41,515	48,912	49,133	49,699	51,708
White Table Imported	52,967	52,728	53,261	54,435	54,221	55,606	56,429
Rose Table	6,444	7,233	7,344	8,257	8,386	8,947	9,257
Rose Table Domestic	818	1,102	1,315	2,019	2,046	2,533	2,767
Rose Table Imported	5,625	6,131	6,029	6,239	6,341	6,414	6,490
Ice Wine	77	124	135	147	163	137	160
Ice Wine Domestic	77	124	135	147	163	136	160
Ice Wine Imported	<1	<1	<1	<1	<1	<1	<1
Sparkling	11,124	13,749	10,049	10,869	8,737	10,612	9,429
Sparkling Domestic	5,950	6,565	4,992	5,371	5,168	4,803	4,662
Sparkling Imported	5,175	7,184	5,057	5,497	3,568	5,809	4,767
Other Wine	22,413	22,670	21,349	21,827	21,688	21,682	23,970
Other Domestic	6,760	6,775	6,916	7,837	7,632	7,501	8,527
Other Imported	15,653	15,924	14,433	13,990	14,057	14,181	15,433

Source: W.S.S.J.V. Database

Over the counter sales except Alberta which is shipments to stores

Direct sales through wineries and wine stores in Ontario are not included for 1995 to 2000

Other wine includes all fortified and non-grape wines (i.e. fruit)

**Section III: Contact Information/Related Reports**

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture has responsibility for U.S. export promotion of wines worldwide. The contact for Canada is:

Marilyn Bailey  
 USDA/Foreign Agricultural Service  
 United States Embassy  
 Ottawa, Canada  
 Tel: 613-688-5266  
 Fax: 613-688-3124  
 Email: [marilyn.bailey@usda.gov](mailto:marilyn.bailey@usda.gov)  
 Organization Email: [agottawa@fas.usda.gov](mailto:agottawa@fas.usda.gov)

Find Us on the World Wide Web:

Visit FAS home page at <http://www.fas.usda.gov> for a complete listing of FAS' worldwide agricultural reporting. To access these reports, or the food industry reports listed below, click on "Attache Reports". If you have the report number, search by Option 3, inserting the AGR # in the appropriate field.

Related FAS/Ottawa reports:

AGR#	Title of Report	Date
CA0174	Pet Food Industry Product Brief	11/06/00
CA1126	Exploring Canada's Food Manufacturing Industry	09/18/01
CA2001	Organic Food Industry Report	01/04/02
CA2002	Convenience & Non-Traditional Grocery Outlets Report	01/04/02
CA2021	Quebec as a Market for U.S. Wines	02/05/02
CA2026	Controversial Quebec Plan for Wine Marketing	03/15/02
CA2037	Quebec Beer Industry Overview	04/15/02
CA2075	An Overview of the Institutional Foodservice Market in Canada	07/10/02
CA2078	Canadian Seafood Industry	07/10/02
CA2100	Exporting U.S. Wine to Ontario	08/20/02
CA2115	Vending Machine Food Distribution in Canada	10/24/02
CA2124	Asian-Style Foods in the Canadian Market	10/23/02
CA2125	An Overview of Selected Segments of the Canadian Frozen Food Industry	10/24/02
CA3001	Canada Introduces Mandatory Nutrition Labeling	01/03/03
CA3006	Snack Food Market In Canada	01/24/03
CA3041	Food & Beverage Shows	07/14/03
CA3075	Packaging & Retailing Trends in Fresh Produce	11/20/03
CA5053	Technical Requirements for the Canadian Food Market	08/09/05
CA5061	Kosher Report	11/08/05
CA5068	Food Brokers Report	10/06/05
CA5077	Exporter Guide	11/22/05
CA5079	Export Certificate Report	11/23/05
CA5080	Retail Food Sector Report	11/23/05
CA6006	HRI Foodservice Sector Report	02/14/06
CA6019	Private Label Report	04/28/06
CA6040	Canada Connect Matchmaker Program	08/31/06